



WPTV

## ORDER

Print Date 10/11/12

Page 1 of 3

Flight Dates 10/23/12-10/29/12

Contract / Revision 314190 /

Original Date / Revision  
10/08/12 10/08/12

Advertiser Restore Our Future Inc

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Product

Restore Our Future

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 2105

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	34	\$38,335.00	\$45,100.00	0.00	10/01/12	10/28/12	34	\$38,335.00	\$45,100.00
November 2012	6	\$9,477.50	\$11,150.00	0.00	10/29/12	10/29/12	6	\$9,477.50	\$11,150.00
Totals	40	\$47,812.50	\$56,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/23/12	10/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- 1111 - -	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- 1111 - -		4		\$650.00		0.00					
N 2	WPTV	10/23/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	- 1111 - -	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- 1111 - -		4		\$2,000.00		0.00					
N 3	WPTV	10/23/12	10/26/12		CM	530-6p	- 1111 - -	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00



**WPTV**

Print Date: 10/11/12

Page 2 of 3

Contract / Revision    **314190**    Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision    10/08/12/    10/08/12

Order Sep    00:20:00

Advertiser    **Restore Our Future Inc**    Product **Restore Our Future**

Estimate #    **2105**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 530-6p M-F 530-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$2,000.00		0.00			
N 4	WPTV	10/23/12	10/26/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	- 2222 - -	:30	8	\$750.00	P-2	0.00	NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2222 - -					8	\$750.00		0.00			
N 5	WPTV	10/23/12	10/23/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	- T - - - - -	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T - - - - -					1	\$3,000.00		0.00			
N 6	WPTV	10/24/12	10/24/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	- - W - - - -	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - W - - - -					1	\$2,500.00		0.00			
N 7	WPTV	10/27/12	10/27/12	Sa 6-7a Sa 6-7a	CM	6-7a	- - - - - S -	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -					2	\$500.00		0.00			
N 8	WPTV	10/27/12	10/27/12	Sa 7-8a Sa 7-8a	CM	7-8a	- - - - - S -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -					2	\$1,000.00		0.00			
N 9	WPTV	10/27/12	10/27/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S -	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -					2	\$2,000.00		0.00			
N 10	WPTV	10/27/12	10/27/12	Sa 6p Sa 6p	CM	6-630p	- - - - - S -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -					1	\$1,500.00		0.00			
N 11	WPTV	10/27/12	10/27/12	Saturday Prime B Saturday Prime B	CM	9-10p	- - - - - S -	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -					2	\$750.00		0.00			
N 12	WPTV	10/27/12	10/27/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	- - - - - S -	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S -					1	\$3,000.00		0.00			
N 13	WPTV	10/28/12	10/28/12	Su 6-7a Su 6-7a	CM	6-7a	- - - - - S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$500.00		0.00			
N 14	WPTV	10/28/12	10/28/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$1,500.00		0.00			
N 15	WPTV	10/29/12	10/29/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M - - - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S					1	\$650.00		0.00			



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Print Date: 10/11/12

Page 3 of 3

Contract / Revision    **314190**    Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision    10/08/12/    10/08/12

Order Sep    00:20:00

Advertiser    **Restore Our Future Inc**    Product **Restore Our Future**

Estimate #    **2105**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	10/29/12	10/29/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$650.00		0.00			
N 16	WPTV	10/29/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
N 17	WPTV	10/29/12	10/29/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
N 18	WPTV	10/29/12	10/29/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$750.00		0.00			
N 19	WPTV	10/29/12	10/29/12	NBC Monday Prime The Voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$5,000.00		0.00			
Totals														40	\$56,250.00